

# **EXHIBIT 167**

## **REDACTED**

PRIVILEGED AND CONFIDENTIAL



Proprietary + Confidential

# Changes to Ad Manager, AdMob auction

DVA Review  
2019-09-03



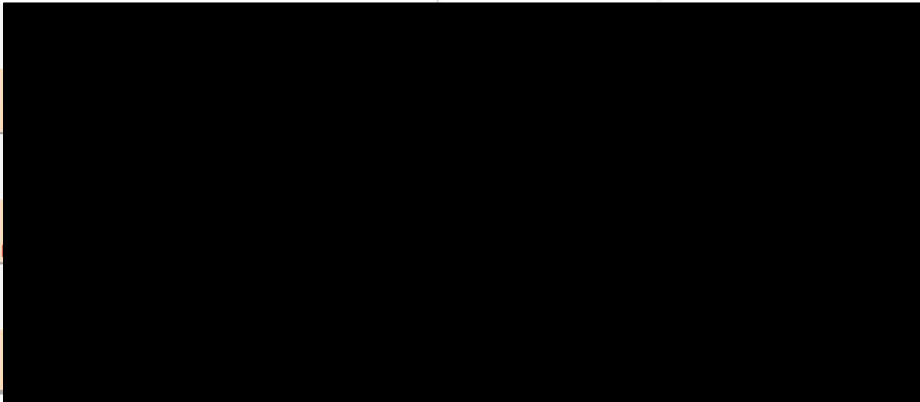
## Sell-side view (web)

Impact of individual changes comprising this launch


Google

Confidential + Proprietary

# Removing Last Look\* has significant negative impact

	Impressions	Value Clamped	Revenue	Google Profit	GDN profit	Post Revshare Payout	Aggregate:
LastLookOverDfpRemnant::GlobalControl 246003051 TOTAL * Adx_Only * Web							
itPriceFromSettingWinnerCostExperiment 246003052 TOTAL * Adx_Only * Web							
LastLookOverDfpRemnant::GlobalControl 246003051 Adwords_Buyer * Adx_Only * Web							
itPriceFromSettingWinnerCostExperiment 246003052 Adwords_Buyer * Adx_Only * Web							
LastLookOverDfpRemnant::GlobalControl 246003051 Dbm_Buyer * Adx_Only * Web							
itPriceFromSettingWinnerCostExperiment 246003052 Dbm_Buyer * Adx_Only * Web							

But allows bundling of other valuable changes, that can be positioned as pro-competitive (fairer platform for \*all\* buyers); Pub outreach to reduce HB boosts planned

 \* This impact is measured in a 2P auction state comparing performance with and without last look; [Rasta source](#);

Confidential + Proprietary